

5.7.11 2008 Microwave Oven Manufacturer Market Shares (Percent of Products Produced)

<u>Company</u>	<u>Market Share (%)</u>	Total Units Shipped: 11,340,000
LG Electronics (Goldstar)	33%	
Sharp	15%	
Samsung	15%	
Daewoo	7%	
Matsushita	10%	
Whirlpool	3%	
Sanyo	9%	
<u>Others</u>	<u>8%</u>	
Total	100%	

Source(s): Appliance Magazine, U.S. Appliance Industry: Market Share, Life Expectancy & Replacement Market, and Saturation Levels, January 2010, p. 6.